



Happy Christmas



VOLUME XIX

COOKEVILLE, TENNESSEE, THURSDAY, DECEMBER 15 1921

NUMBER 50

The Christmas Store

Easy Christmas Shopping

AND ECONOMICAL, TOO

Do all of the looking around you like---the more the better but don't decide what you are going to buy until you have seen what we have to offer.

We know the quality and price of our great array of Holiday gifts. We know that they will prove satisfactory in every way, that they will meet every expectation, and that they can not be surpassed by any house. They are too numerous for us to attempt to list them here, but they may be readily seen at our store every one of them.

Candidly, we are proud of this stock. So will you be. So will those who receive them be.

Come early. Selections are easier made now than in the last rush hours.

Watson Bros. & Company,

Public Square, Cookeville, Tennessee.

THE YULETIDE FLAME

Spark in Hearts of People Can-not Be Quenched.

All Have Desire to Make Fellowmen Happy by Gift or Words of Greeting.

NEITHER hatred, nor envy, nor deceit, nor all the legions of ugly human passions that assail the heart, nor rancor between individuals, nor national lust for power, can extinguish it. They may dim but they cannot quench the spark in the heart of man which impels him, as every warring year brings the Christmas, to try to make a few of his fellowmen a little happier. Often it is by the method of the gift, perhaps something that costs hundreds of dollars, maybe only a penny card bearing an inscription of good cheer. Frequently it is some-

thing intangible, the whole-souled word of greeting to the old lady in a shawl who sells you your paper, or the smile of comradeship which you give the conductor who punches your ticket, or the elevator man who takes you up to your office (fellow workers all). It is not giving that counts, not the bestowal of something valued in dollars and cents, the transference of something from your hand to another's. That is a purely mechanical process, which may or may not create happiness. No; it is the longing to give, the desire to be the cause of another's happiness.

To wish to help others is the oldest passion in the world--even a little older than the impulse to overcome others. And it is the deathless passion as well. It needs no Christmas day to keep it alive, but as long as Christmas continues to provide fuel to make the flame of good fellowship burn brighter, that day will continue to be the richest 24 hours in all the year.



Santa Claus' Books

WHEN the evening shadows gather and the time is eight o'clock

You can hear, if you will listen, Mr. Santa Claus' gentle knock.

Then you'd better hustle lively--time your evening prayers were said

And each boy and girl well tucked in their cozy, downy little bed.

For when Mr. Santa Claus' knocking sounds the signal, you may know Santa Claus is closely watching from his palace built of snow.

And the children that are naughty and don't mind their ma's and pa's Get their names down in the "Bad Book" that is kept by Santa Claus.

Boys who never split the kindling, and the girls who always cry

When they're asked to wash the dishes-- Santa Claus has got his eye

On such boys and girls, and watches with a sad and sorry look

As he writes each name in sorrow on the pages of his book.

And the girl who never hurries, but lets mamma do the work,

And the boy who's always scheming all his little chores to shirk--

They may think no one pays notice when they don't help ma's and pa's

But their names are on the "Bad Book" that is kept by Santa Claus.

But old Santa keeps a "Good Book"--it's the bestest book of all,

Where he writes the names of children who are prompt at duty's call,

And the boys who split the kindling and the girls who never shirk

But rise early in the morning and help mamma with the work;

And the boys who never grumble when there's work for them to do,

And the girls who help their mamma's till the housework is all through--

Oh, they needn't ever worry when it's Christmas time, because

All their names are in the "Good Book" that is kept by Santa Claus.

Is your name down in the "Bad Book"? Well, there is still a chance for you. And if you will listen to me, I will tell you what to do.

Don't act naughty, don't talk rudely, don't be noisy, be polite;

Get up early in the morning, and into bed early at night.

Cheerfully perform each duty, do your work before you play,

Never put off till tomorrow work that should be done today.

If you do these things, dear children, it will please your ma's and pa's.

And your names go in the "Good Book" that is kept by Santa Claus.

Friendship is precious as long as you can turn it to account.

Early Christmas Morning

FOUR little feet patter on the floor,
Two single-sock'd heads peering in at the door,
Near the merry laughter of the chimney's rear,
Early Christmas morning.

Two little stockings full of sweets and toys,
Everything so charming for little girls and boys,
How could they help, then, making such a dreadful noise
Early Christmas morning?

Down beside the stockings many gifts were spread,
Toys, dresses, a cradle, and a brand new sled,
"Haven't we lots more?" little folks said,
Early Christmas morning.

Four little beds fast on the sidewalk cold,
Two little faces with woe and hunger old,
Peeping through the window where these gifts were stowed,
Early Christmas morning.

"Yes," says John to Nellie, as he spies the toys,
"We've got many presents--all you want we'll buy."
"I'll get half of mine every day, dear Nellie, will you?"
Early Christmas morning.

Two little hungry ones into the house were called,
"Hurry, hurry, come down till they don't get cold!"
"What are the angels' names?" "Patsy, gambled in all!"
Early Christmas morning!

—Harry B. Peck

Decorate the Christmas Package

EVERY one when sending a Christmas gift desires it to appear as attractive as possible. When we receive a gift nicely wrapped with tissue paper and decorated with pretty Christmas seals, there is an added pleasure. This is especially so when we realize that the sender has spent time and cleverness to give this little touch of personal thoughtfulness.

Many varieties of Christmas seals may be purchased, but a little originality will not come amiss even in these small details.

There are seals for the outside package and the heading to be used on the note paper, conveying the good wishes of the giver, or on the little card of greeting. These two in each set match. This gives another touch of the unusual, which is always sought after.

Have a piece of carbon paper, place it over the note paper, card or seal, and on top of this one of the designs. Carefully trace with a sharp pencil the entire outline. An exact duplicate of the design will be found on the note paper or seal ready for tinting. This may be easily done with water colors or wax crayons. Poinsettia should be colored a warm, bright red, with yellow centers and dark green stems.

Holly, the special emblem of this season, has berries of vivid, fiery red and glossy leaves of dark green.

A dainty basket of forget-me-nots would be pretty colored yellow, the flowers a faint light blue and the bow-knot of pale pink. Now we have the mystic sign of the holidays, borrowed from the Druids, the mistletoe. The berries of this plant are a pearly white and the leaves a yellowish green.

Spend a little extra time giving the Christmas gift this novel decoration, and the pleasure it affords will never cause you to regret having done so.

Economy is to be considered at Christmas time. Our purse-strings have been stretched to the breaking point purchasing gifts for relatives and friends. To put this fascinating bit of handwork upon the Christmas package costs comparatively nothing, aside from the time you spend doing it. This fact counts very little when we add to the enjoyment of others.

These few suggestions will probably cause endless ideas for the Christmas package to present themselves to you. Make your gifts radiate the holiday spirit; give this little bit of personality and attractiveness to as small a thing as the Christmas seal.



HOW UNKIND
"Fred is getting nearsighted."
"It doesn't follow that there is anything the matter with his eyes because he can't see one under the mistletoe."

Christmas Packages.

A woman whose Christmas packages never fail to reach their destination in safety says she always writes the name and address of the recipient upon the inside wrapper of the box containing them. Packages sometimes lose their outside wrappings, but if the postal clerks can find the address on the inside wrapping all will be well. This woman also ties up the inside wrapping securely before putting on the outside cover.

XMAS GIFTS

SUITABLE FOR

Everybody



Join the rush and reduce the cost of holiday happiness

A wonderful display of holiday gifts of every nature, priced to meet the Economical Demands of the day.

Consult this list. It contains but a few of the many articles appropriate for you and yours.

Cut Glass
Hand Painted China
Community and 1847 Silver Ware
Electroliers
Boys' Wagons
Tricycles
Kiddie Kars
Pocket Knives
Safety Razors
Box Papers
Universal Percolators

Ask Your Wife

what she wants for Christmas. Most likely her mind's already made up. She wants

A New Piece of Furniture:

Davenette Suit,
Bed Room Suit
Rocker
Library Table
Chifferobes

We Have It---

McDougal's Kitchen Cabinet in our store. Think of the joy it will give her if you

Let Her Have It

in her home. THINK before buying your gifts

Jere Whitson Hdw. Co.

CHRISTMAS SUGGESTIONS



They are worth while for everyone.

Elmer's Box Chocolates, Jewelry, Watches, Silverware, Cut Glass, the new cut, Stationery, and books for old and young.

Algood Drug Company, Algood, Tennessee.